

## MARQUEE DIGITAL SIGN SPEC SHEET

The Marquee digital sign is 160' x 30' and is located at Jefferson Avenue and Washington Boulevard at the main entrance of Cobo Center. This board can be used to play video or static images. 24-hour playback. Playlist loop approximately 8:00.

**STATIC DESIGN SPECS:** 2048 x 384 pixels, 72 DPI, JPG or PNG

**MOTION DESIGN SPECS:** 2048 x 384 pixels, 40 - 60 FPS, H264/MP4 or MOV

Audio requirements: AAC, -12db to -6db.

### **Please note:**

All files must be submitted seven business days prior to your first contracted move-in date. If content is returned for correction, the seven day period begins again. \*If submitted after the deadline, there are no guarantees of content being scheduled.

**Any content submitted that is predominately black, white or light colors in design will be returned. Bright colors play best.**

**Marquee LED Display Guidelines – no commercial advertising application will be allowed, however:**

- Generic footage of products is permissible. Any video content used in commercials on TV or online should not be shown on this screen.
- **Specific message “tags” accompanying video or graphic images of sponsors or exhibitor products should contain reference to “visit X booth at the NAIAS,” “visit Room 335 at the NAIAS” or “now on display at the NAIAS.”**
- The display of sponsor logos in conjunction with a marquee message linking them to the NAIAS would be permissible. Example: NAIAS logo and dates with sponsor logos displayed as part of the same graphic or video sequence with specific reference identifying them as sponsors.

